

Claims

- [c1] 1.A method comprising:
displaying content based on at least an active profile for a user, the content including an active profile-inquiry area having one or more questions, the answers to which allow for better construction of the active profile for the user; in response to the user answering the one or more questions within the active profile-inquiry area,
updating the active profile for the user; and,
repeating the method with one or more new questions, and the content being changed to reflect the active profile having been updated.
- [c2] 2.The method of claim 1, further comprising in response to the user requesting other content, displaying the other content based on at least the active profile for the user, the other content including the active profile-inquiry area having the one or more questions.
- [c3] 3.The method of claim 1, wherein displaying the content based on at least the active profile for the user comprises displaying the content based on at least the active profile for the user and a passive profile for the user, the passive profile constructed without direct interaction with and input from the user for this purpose.
- [c4] 4.The method of claim 1, wherein the one or more questions within the active profile-inquiry area consists essentially of a single question.
- [c5] 5.The method of claim 4, wherein the user answering the one or more questions comprises the user answering the single question with a single action.
- [c6] 6.The method of claim 5, wherein the single action comprises a single click of a pointing device by the user.
- [c7] 7.The method of claim 1, wherein the content comprises a web page.
- [c8] 8.A computer-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:
receiving a request for first content over a network from a client of a user;

formulating the first content based on at least an active profile for the user, the first content including an active profile-inquiry area having one or more questions, the answers to which allow for better construction of the active profile for the user;

returning the first content over the network to the client of the user for display to the user by the client;

in response to receiving a request for second content over the network from the client of the user,

formulating the second content based on at least the active profile for the user, the second content including the active profile-inquiry area having the one or more questions, and

returning the second content over the network to the client of the user for display to the user by the client; and,

in response to receiving an answer to each of the one or more questions over the network from the client of the user,

updating the active profile for the user based on the answer to each of the one or more questions,

formulating third content based on at least the active profile for the user, the third content differing from the first content in that the third content reflects the active profile having been updated, the third content including the active profile-inquiry area but having one or more new questions, the answers to which allow for better construction of the active profile for the user, and

returning the third content over the network to the client of the user for display to the user by the client.

[c9] 9.The medium of claim 8, wherein formulating the first content, the second content, and the third content based on at least the active profile for the user comprises formulating the first content, the second content, and the third content based on at least the active profile for the user and a passive profile for the user, the passive profile constructed without direct interaction with and input from the user for this purpose.

[c10] 10.The medium of claim 8, wherein the one or more questions within the active profile-inquiry area consists essentially of a single question.

[c11] 11.The medium of claim 10, wherein receiving the answer to each of the one or more questions comprises receiving the answer to the single question.

[c12] 12.The medium of claim 8, wherein the first content, the second content, and the third content each comprise a web page.

[c13] 13.The medium of claim 8, wherein the network comprises one or more of: an intranet, an extranet, the Internet, a local-area network (LAN), a wide-area network (WAN), a wired network, and a wireless network.

[c14] 14.The medium of claim 8, wherein the medium comprises one or more of: a removable storage, a permanent storage, and a modulated data signal.

[c15] 15.A server comprising:
a processor;
a storage; and,
a computer program executed by the processor from the storage and comprising:
means for receiving a request for first content over a network from a client of a user;
means for formulating the first content based on at least the active profile for the user, the first content including an active profile-inquiry area having one or more questions, the answers to which allow for better construction of the active profile for the user;
means for returning the first content over the network to the client of the user for display to the user by the client;
means for, in response to receiving an answer to each of the one or more questions over the network from the client of the user,
updating the active profile for the user based on the answer to each of the one or more questions,
formulating second content based on at least the active profile for the user, the second content differing from the first content in that the second content reflects the active profile having been updated, the second content including the active profile-inquiry area but having one or more new questions, the answers to which allow for better construction of the active profile for the user,

and

returning the second content over the network to the client of the user for display to the user by the client.

- [c16] 16.The server of claim 15, wherein the computer program further comprises means for, in response to receiving a request for third content over the network from the client of the user, formulating the third content based on at least the active profile for the user, the third content including the active profile-inquiry area having the one or more questions, and returning the third content over the network to the client of the user for display to the user by the client.
- [c17] 17.The server of claim 15, wherein the one or more questions within the active profile-inquiry area consists essentially of a single question.
- [c18] 18.The server of claim 15, wherein the first content and the second content each comprise a web page.
- [c19] 19.The server of claim 15, wherein the network comprises one or more of: an intranet, an extranet, the Internet, a local-area network (LAN), a wide-area network (WAN), a wired network, and a wireless network.
- [c20] 20.The server of claim 15, wherein the storage comprises one or more of: a removable storage, a permanent storage, a volatile memory, and a non-volatile memory.